

FIG. 34

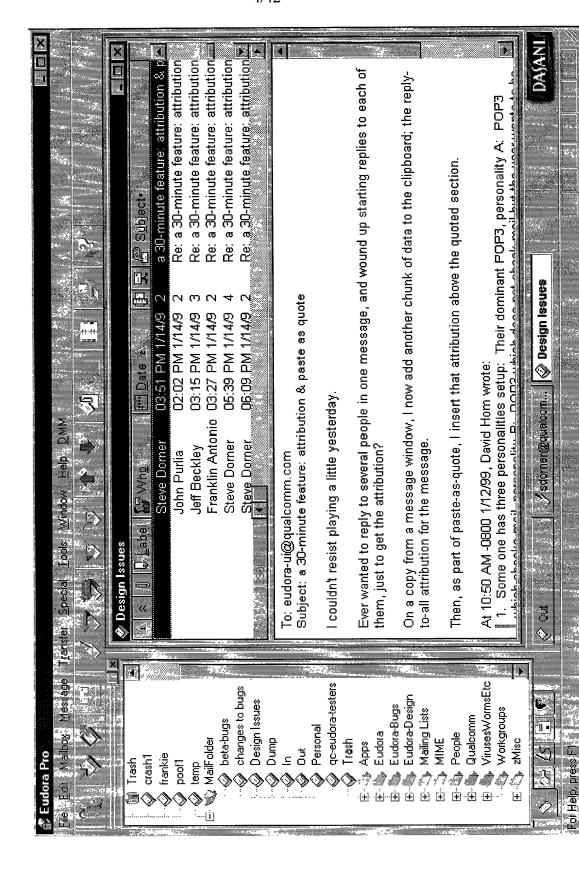
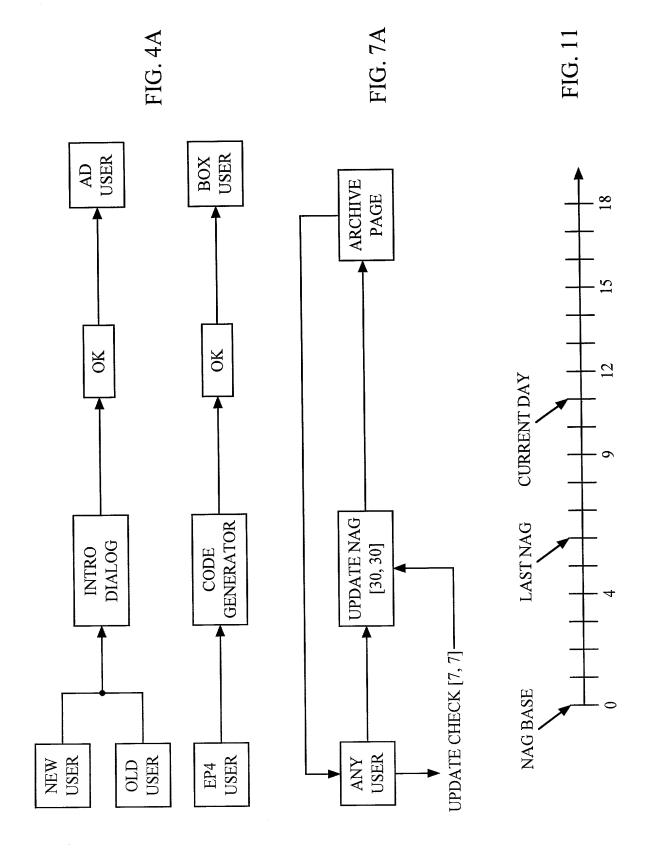


FIG. 3E



WELCOME TO EUDORA!

MODE. UNLESS YOU CHANGE MODES, EUDORA WILL RUN IN SPONSORED MODE, MEANING EUDORA IS NOW LICENSED IN THREE WAYS; SPONSORED MODE, PAID MODE, AND LIGHT IT WILL DISPLAY ADS. WE HAVE DONE OUR BEST TO PRESENT THE ADS IN A WAY THAT RESPECTS THE WORK YOU DO IN EMAIL. BY ALLOWING EUDORA TO DISPLAY ADS, YOU GET THE FULL POWER OF EUDORA FOR FREE AND WE CAN STILL PAY OUR BILLS.

NO ADS. CURRENT EUDORA PRO 4.X USERS WILL BE ABLE TO UPGRADE TO PAID MODE FOR IF YOU DECIDE THE ADS ARE NOT FOR YOU, YOU CAN CHANGE MODES. PAID MODE SHOWS FREE. OTHER USERS WILL BE ABLE TO PAY A LICENSE FEE TO GO TO PAID MODE. AT THIS STAGE IN TESTING, THE MACHINERY FOR PAID MODE IS NOT FULLY TESTED, AND PAID MODE IS UNAVAILABLE. LIGHT MODE ALSO SHOWS NO ADS, BUT HAS MANY FEWER

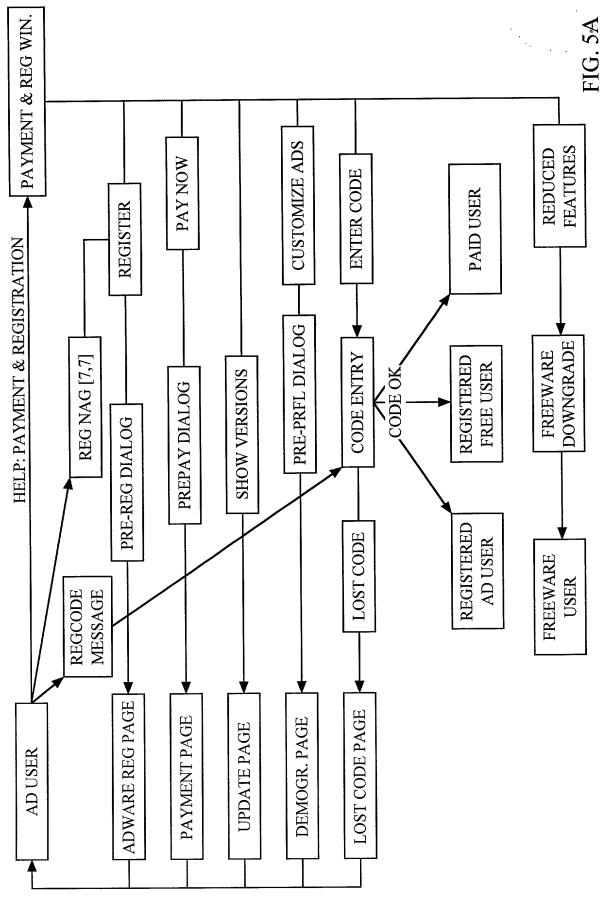
TO SWITCH FORMS OF EUDORA, PLEASE USE THE "PAYMENT & REGISTRATION" ITEM IN THE HELP MENU. TO LEARN MORE ABOUT THE THREE MODES, CLICK ON THE "TELL ME MORE" BUTTON BELOW.

TELL ME MORE

OK

FIG. 4B





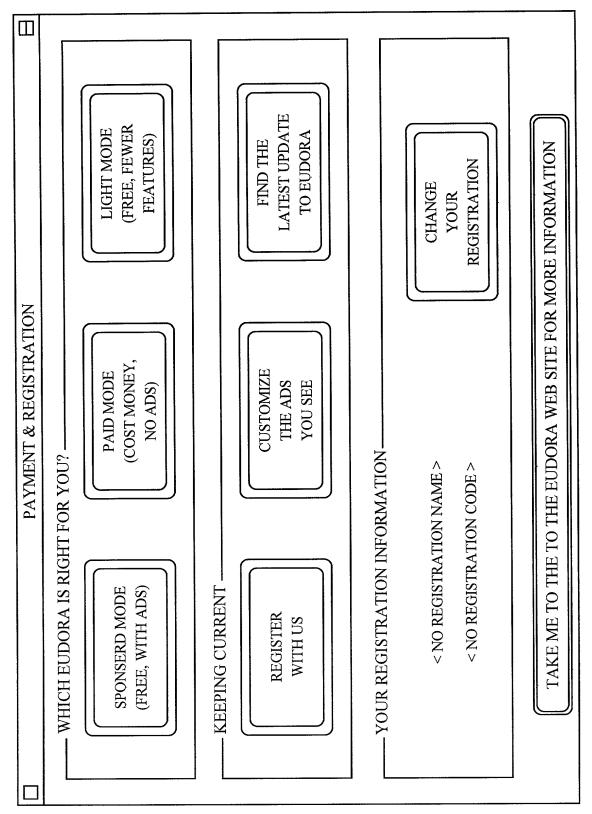


FIG. 5B

AS A REGISTERED USER OF EUDORA WE WON'T NAG YOU AS OFTEN AS WE DO. WE'LL ALSO TAKE ME TO THE REGISTRATION PAGE ERECT A GIANT STATUE IN YOUR IMAGE ON THE FRONT LAWN OF OUR CORPORATE HOW COOL IS THAT? C'MON... REGISTER! IT'S FUN AND EASY! WOULD YOU LIKE TO REGISTER YOUR COPY OF EUDORA? -(* GIANT STATUE OFFER VOID ON THE PLANET EARTH) **MAYBE LATER** HEADQUARTERS (*).

FIG. 5C

YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE • EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR REGISTRATION • THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE CONTINUE • WE'LL FILL IN SOME SIMPLE REGISTRATION INFORMATION ON THE WEB SITE • TA DA! YOU'LL THEN BECOME A REGISTERED USER OF EUDORA... THANKS! THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU CANCEL - THANKS FOR CHOOSING TO REGISTER EUDORA! REGISTRATION INFORMATION REGISTRATION IS COMPLETE:

FIG. 5D

YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE THANKS FOR CHOOSING TO PURCHASE EUDORA! YOUR PURCHASE IS COMPLETE:

- ullet EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR PAYMENT & REGISTRATION PAGE
- YOU'LL BE ASKED TO PROVIDE YOUR PAYMENT AND REGISTRATION INFORMATION ON THE WEB SITE
- WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU
- THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR REGISTRATION INFORMATION
- TA-DA! YOU'LL THEN BECOME A PAID MODE USER... CONGRATULATIONS!

CANCEL CONTINUE

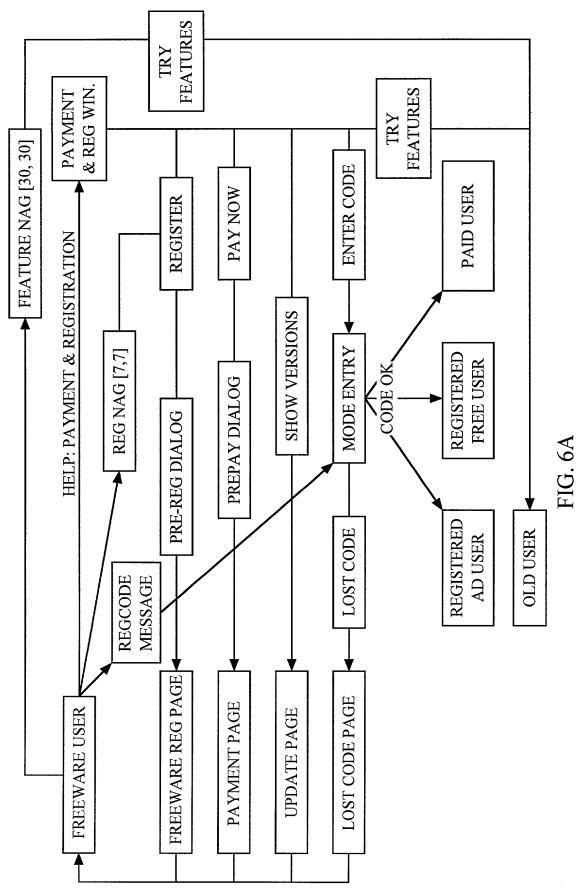
FIG. 5E

RED						OK
THE NAME YOU REGISTE						CANCEL
—THANK YOU FOR YOUR REGISTRATION!——TO COMPLETE YOU REGISTERED UNDER AND YOUR REGISTRATION CODE BELOW.	J REGISTERD UNDER:	LAST NAME:	MANYJARS	CODE:		
-THANK YOU FOR YOUR O COMPLETE YOUR REG NDER AND YOUR REGIST	THE EXACT NAME YOU REGISTERD UNDER:	FIRST NAME:	JOHN	YOUR REGISTRATION CODE:	48925-89A2-B1149	I LOST THE CODE

FIG. 5F

Ш **●** ||| REDUCED FEATURES CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION YOU CAN CONTINUE TO ENJOY THE TIME-SAVING POWER OF THESE FEATURES, AT NO CHARGE, SIMPLY BY LEAVING EUDORA IN SPONSORED MODE. IF YOU REALLY WANT TO MAKE THE ADS POWER OF THE FULL VERSION. HERE ARE SOME OF THE FEATURES YOU WOULD BE GIVING UP, GO AWAY BUT KEEP EUDORA'S FULL CAPABILITIES, HIT "CANCEL" AND THEN SELECT "FULL b MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL CLIENT, IT LACKS THE **b** PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY DO YOU REALLY WANT TO SWITCH TO THE LIGHT VERSION OF EUDORA? CANCEL **b** CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL WITH CHECKMARKS NEXT TO THE ONES YOU'RE USING NOW: PRINT MAIL DIRECTLY FROM FILTERS VERSION (COSTS MONEY, NO ADS)." **b** MORE POWERFUL FILTERING

FIG. 5G



∢||||

Ш

THE POWER OF THE FULL VERSION. HERE ARE SOME OF THE CAPABILITIES YOU COULD BE USING THEY ARE DISPLAYED IN A WAY THAT'S SENSITIVE TO WHAT YOU'RE DOING WHEN YOU'RE IN WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL PROGRAM, IT LACKS ALL VERSION IS FREE BECAUSE IT IS SPONSOR-SUPPORTED. THAT MEANS IT HAS ADS IN IT, BUT TO MANAGE YOUR EMAIL (AND YOU'LL BE GETTING MORE OF IT, WE'RE SURE). THE FULI - WOULD YOU LIKE TO TRY THE FULL-FEATURED VERSION OF EUDORA?

MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL

MORE POWERFUL FILTERING

CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER PRINT MAIL DIRECTLY FROM FILTERS

THESE FEATURES WILL BE TURNED ON AUTOMATICALLY, AT NO CHARGE, WHEN YOU CLICK ON IHAT ENTICING BUTTON BELOW. (C'MON...TAKE A CHANCE.)

CANCEL

WOW! I WANT TO TRY ALL THE FEATURES!

FIG. 6B

(

THERE ARE UPDATES AVAILABLE TO EUDORA

YOU HAVE EUDORA VERSION 4.1. THE FOLLOWING UPDATES HAVE BECOME INFORMATION ON ANY OF THESE UPDATES, SIMPLY FOLLOW THE LINKS. IF AVAILABLE SINCE THIS VERSION WAS RELEASED. IF YOU'D LIKE MORE YOU'D RATHER WE NOTIFY YOU OF UPDATES, FOLLOW THIS.

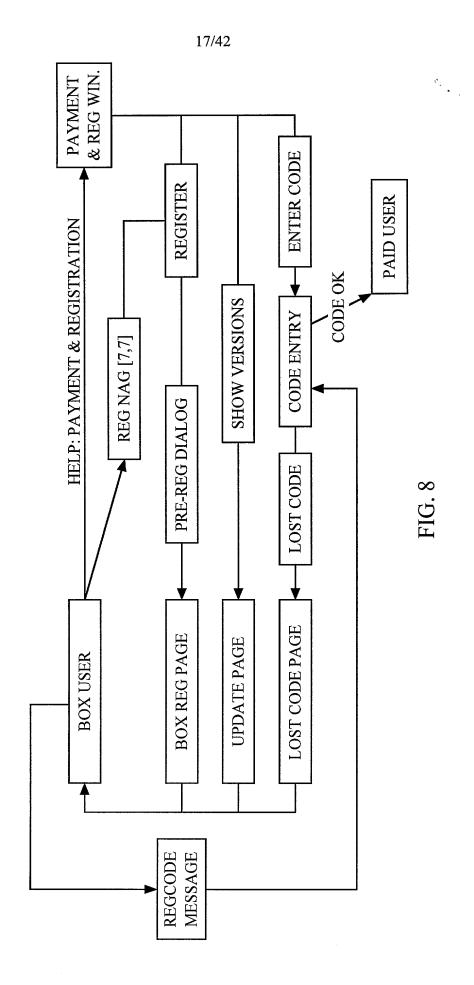
EUDORA 5.3

THIS IS A MAJOR UPGRADE, WITH GREAT NEW FEATURES LIKE AUTOMATIC

THIS UPDATE IS MOSTLY BUG FIXES. THIS UPDATE IS FREE TO YOU. **EUDORA 4.2**

PRINTED MANUAL YOU CAN BUY A PRINTED MANUAL FOR EUDORA.

FIG. 7B



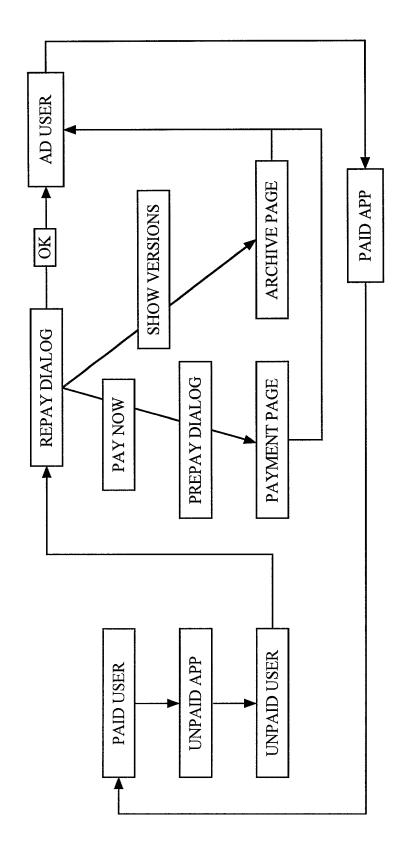


FIG.

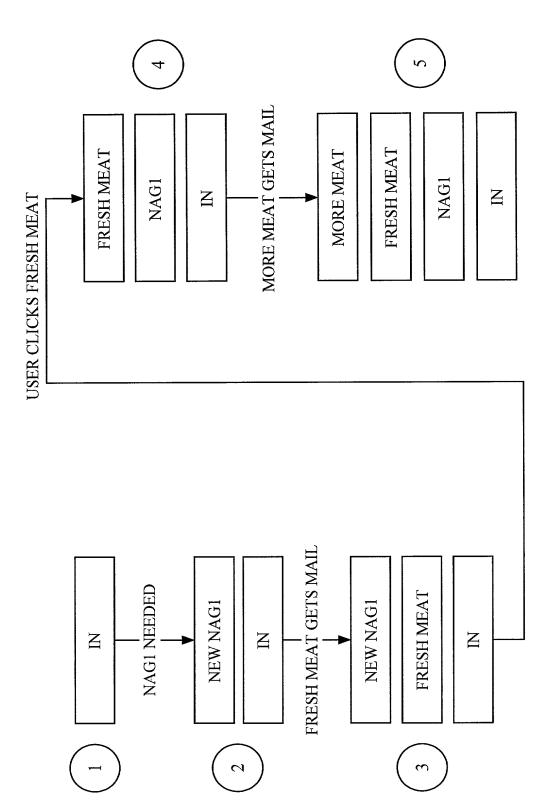


FIG. 10

	 								 ž	
	DATE VISITED	WED, SEP. 1, 1999, 4:48 PM ≡	TODAY, 11:26 AM	WED, SEP. 1, 1999, 4:48 PM	ASAP!	TODAY, 11:23 AM	WED, SEP. 1, 1999, 4:48 PM	ATTEMPTED		
LINK HISTORY	SITE	APPLE COMPUTER	FTP.QUALCOMM.COM/EUDORA	QUALCOMM STORE	MAC OS RUMORS	MDUDZLAK@QUALCOMM.COM	WWW.QUALCOMM.ONES.PRODUC	WWW.EUDORA.COM	REMOVE	
	TYPE								VIEW	
Ш									 	_

FIG. 12A

YOU CAN'T GET THERE FROM HERE	
YOU'RE NOT CONNECTED TO THE INTERNET NOW. HELP ME COPE. CONNECT YOU AND VISIT THE SITE, RECORD A BOOKMARK FOR LATER REMIND YOU TO VISIT IT NEXT TIME YOU ARE CONNECTED.	IE COPE. K FOR LATER D.
THE INTERNET AND VISIT T	VISIT NOW
BOOKMARK THIS SITE TO VISIT L	BOOKMARK
BOOKMARK THE SITE, AND REMIND YOU YOU'RE CONNECTED TO THE INTER	REMIND ME
☐ REMEBER YOUR CHOICE FOR NEXT TIME	

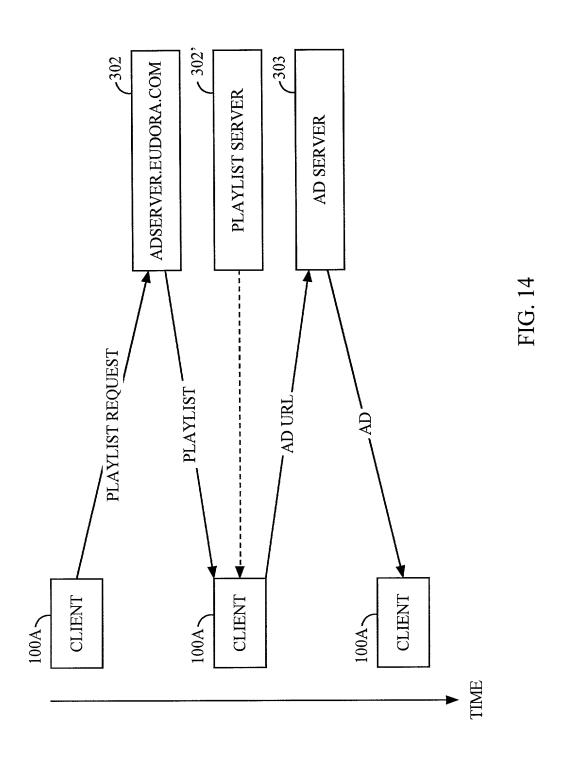
FIG. 12E

ASSUMPTIONS	
AVERAGE CONNEC. SPEED, Xbps	28.8
AVERAGE AD SIZE, Xbps/cm	9.3
NUMBER OF USERS 8,0	8,000,000
NUMBER OF HOURS RUNNING EUDORA	7
NUMBER MAILCHECKS PER USER PER HOUR	7
PLAYLIST ENTERY SIZE, BYTES	200

FIG. 13A

	8 x USERS PLA		ECTIONS, BAND- 100,000	1000' WIDTH, Xbps USERS	2.4 4 0.0	3.6 5 0.1	4.8 7 0.1	6.0 9 0.1	7.2 11 0.1	8.4 12 0.2
ATIONS	AD	/sdqX	100,000		8.0	1.3	1.7	2.1	2.5	2.9
IMPLICATIONS	8x USERS	AD BAND-	·	SdqX		101	135	168	202	235
		# SECONDS	ADDED PER	CHECK	9	10	13	91	61	23
	# SECONDS		LOADING		26	39	52	99	78	06
	# OF NEW	ADS PER	USER PER	DAY	10	15	20	25	30	35

FIG. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
do AdEndBookkeeping
// Pop out of a block if all ads on par
if (block isn't all playlists)
find ad with minimum ad.numberShown
if (ad.numberShown >= blockGoal)
set block to all playlists
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
do ShowARunout
else
Do ShowARegularAd
// end ad schedule main
```

FIG. 15A

```
// We must perform certain tasks when the calander day
changes.
CheckForNewDay
{if (the calander day has changed)
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if (ad.thisShowTime > 0)
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
ad.numberShownToday = 0
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
// end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this runout today?
if (ad.numberShownToday > ad.dayMax)
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if (ad.shownFor > ad.shownForMax)
try next runout ad // this one's used up forever
// are we between the ad's start and end date?
if (ad.startDate < the current date < ad.endDate)
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
// if we haven't found a runout ad, we will go to "rerun"
state
Do ShowARerun
// end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// is this ad recent enough to rerun?
if (ad.lastShownDate is older than returnInterval)
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
return
// if we get here, we have no ads to show. Punt.
return
// end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this ad today?
if (ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next add // need to find a friend in this block
// are we done showing this ad for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next ad // this one's used up forever
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
{
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this ad
// we are now in regular state
Do ShowAnAd
return
// if we get here, we have failed to find a regular
// ad. Go to runout
Do ShowARunout
// end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if (in RerunState)
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset this Show Time here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
}
// end AdEndBookkeeping
```

FIG. 15F

FIG. 15G

FIG. 15H

PERSISTANT ADS	ANT ADS
PLAYLIST REQUEST FACE TIME	FACE TIME USED TO DETERMINE HOW MUCH ADVERTISING
FACE TIME LEFT NOT USED	TO SEND TO CLIENT NOT USED
PLAYLIST RESPONSE CLIENTINFO REOINTERVAL	REGINTERVAL RELATIVELY LARGE: ONE OR MORE DAYS
FLUSH	FLUSH USED. SINGLE PLAYLIST COMPLETELY SPECIFIES
	LIST OF ADS CLIENT SHOULD HAVE
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX NOT USED	NOT USED

FIG. 16A

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SHORT-L.	SHORT-LIVED ADS
PLAYLIST REQUEST	
FACE TIME NOT USED	NOT USED
FACE TIME LEFT	USED TO DETERMINE HOW MANY ADS CLIENT
	SHOULD RECEIVE
PLAYLIST RESPONSE CLIENTINFO	
REQINTERVAL	REQINTERVAL NOT USED. INSTEAD, CLIENT REQUEST NEW
	PLAYLIST WHENEVER ADS "RUN LOW".
FLUSH	FLUSH NOT USED
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX	SHOWFORMAX USED TO DETERMINE HOW LONG AN AD RUNS

FIG. 16B

TAKE ME TO THE EUDORA WEB SITE PLEASE VISIT THE EUDORA WEB SITE FOR INFORMATION ABOUT HOW TO RESUME GETTING DISPLAYING ADS IS A REQUIREMENT FOR THE FREE FULL-FEATURED VERSION OF EUDORA. FOR SOME REASON, EUDORA IS UNABLE TO DOWNLOAD NEW ADS. DOWNLOADING AND IF AD DOWNLOADING CONTINUES TO FAIL, EUDORA WILL EVENTUALLY REVERT TO THE LIGHT VERSION WHICH IS LESS POWERFUL. INVALID HTTP REQUEST (ERROR CODE: 503) FUDORA DOESN'T SEEM TO BE GETTING ADS. -

FIG. 17A

ų ·,

SOMETHING SEEMS TO BE COVERING THE AD.

ALL OR A SIGNIFICANT PORTION OF AN AD. THE SOFTWARE IS DESIGNED TO NOTIFY YOU WHEN THIS HAPPENS IN THE HOPES THAT YOU WILL STOP COVERING UP THE AD. IF YOU DON'T, THIS ITS PROBABLY INADVERTENT, BUT EUDORA HAS DETERMINED THAT YOU ARE COVERING UP WINDOW WILL KEEP POPPING UP (WHICH YOU WILL PROBABLY FIND QUITE ANNOYING). WE'VE ALWAYS GOT SOME GOOD STUFF UNDER DEVELOPMENT BACK AT THE HOME OFFICE, AND IT'S THE ADVERTISING IN EUDORA THAT ENABLES US TO CONTINUE TO DEVELOP THE SOFTWARE TRYING TO COVER THE ADS BECAUSE THEY'RE BOTHERING YOU. OF COURSE, YOU CAN CHOOSE ADVERTISING ISN'T ANNOYING AND WE GENUINELY HOPE THAT YOU ARE NOT DELIBERATELY TO PAY US FOR EUDORA BY CHOOSING "PAYMENT & REGISTRATION" FROM THE "HELP" MENU AND CLICKING ON "PAID FULL VERSION." OR YOU CAN REMOVE WHATEVER IS WHILE PROVIDING IT TO YOU FOR FREE. WE'VE WORKED HARD TO MAKE SURE THE OBSCURING THE AD OK

FIG. 17B

WHY EUDORA'S FEATURES ARE BEING REDUCED AT THIS TIME, PLEASE VISIT THE EUDORA REVERT TO A LESS POWERFUL VERSION. IF YOU WOULD LIKE MORE INFORMATION ABOUT EUDORA HAS BEEN UNABLE TO DOWNLOAD ADS FOR QUITE SOME TIME AND WILL NOW SADLY, OK... WEB SITE. YOU WILL FIND INFORMATION THERE ABOUT HOW THE FULL-FEATURED - EUDORA WILL NOW REVERT TO A LESS POWERFUL VERSION. TAKE ME TO THE EUDORA WEB SITE WE'RE SORRY FOR THIS INCONVENIENCE. VERSION CAN BE REACTIVATED.

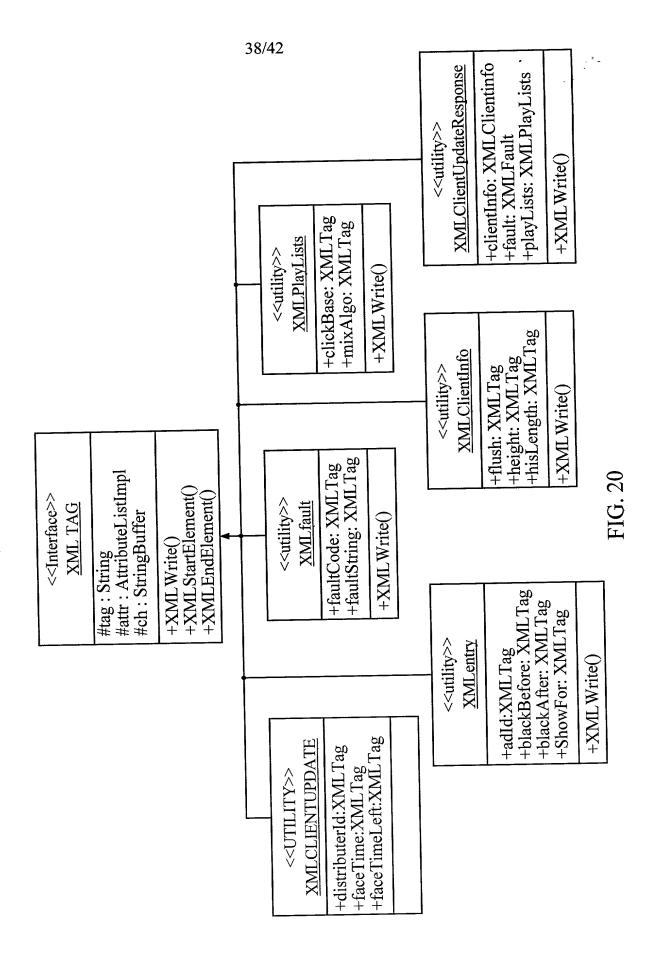
FIG. 170

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	WE'D LIKE TO KNOW HOW YOU USE EUDORA. WE'D LIKE TO KNOW HOW YOU USE EUDORA. IN ORDER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW PEOPLE USE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. IF YOU'RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW AND A MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, AND THEN SEND IT TO US OR NOT THAT'S UP TO YOU. WE VALUE OUR PRIVACY; WE'RE PRETTY SURE YOU VALUE YOURS. SO WE WANT YOU TO KNOW WHAT WE'LL BE COLLECTING AND GIVE YOU'D CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO SEND. SIMPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND.	PLEASE UNDERSTAND THAT AS SOON AS WE RECEIVE YOUR EMAIL, WE WILL THROW AWAY THE HEADERS THAT IDENTIFY THE MAIL AS COMING FROM YOU. YOU SEE, WE DON'T ACTUALLY NEED TO KNOW WHO YOU ARE TO FIND YOUR INFORMATION HELPFUL. SO WE PROMISE TO PROTECT YOUR PRIVACY AND TURN YOU INTO "JUST A NUMBER." :-)	IT'S OK TO TRANSMIT STATISTICS REGARDING: DAYOU'RE DEMOGRAPHIC DATA DAYOU'RE D	CANCEL GENERATE INFO

FIG. 18A

DIST V V PROI PROI PROI PROI PROI PROI PROI PROI	RST REGLAST REGCO REGLOD OLD OLD X X X X X X X X X X X X X X X X X X X
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PROFILEXJCTIONINTROXINAINAXIME MISSINGSUPPORTXJRESUPPORTX	
JCTION INTRO NA IME MISSING SUPPORT SUPPORT	X X X X X X
ME MISSING SUPPORT SUPPORT SUPPORT	
G SUPPORT SUPPORT	XXXXXXXX
SUPPORT	
TUTORIAL SUPPORT X X X	X
FAO SUPPORT X X X	X
LIGHT USERS SUPPORT X X X	
SEARCH SUPPORT X X X X	
NEWSGROUPS SUPPORT X X X	X USENET

FIG. 19



% The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT" * FROM ads WHERE StartDate<=today AND endDate>=today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today +

% The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

(Comment: Face time left for today is the number of seconds the servlet can use to deliver special ads today.) $predict\ face\ time\ [seconds] = SUM(\ faceTime[tomorrow],\ faceTime[tomorrow+1],\ ...\ faceTime[tomorrow+reqInterval])$

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time -faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill

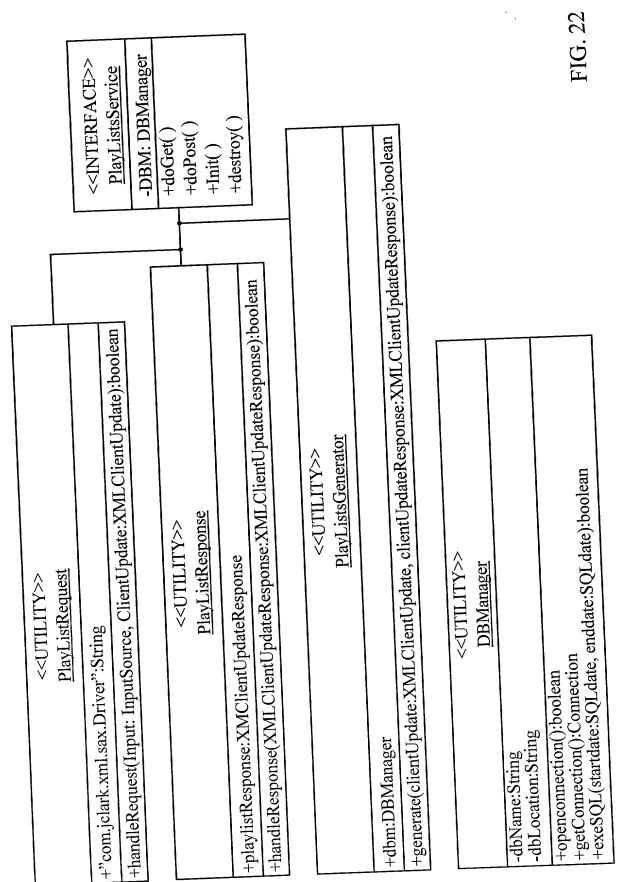
FIG. 21A

```
% Targeting
while (face time left for today) {
    if ad is not in the history {
        select ad [according to target = today]
        face time left for today -= ad.showFor
    }
    next ad

while (Goal show time left ) {
    if ad is not in the history {
        select ad [according to target]
        goal show time left -= ad.showFor
    }

Default values:
    reqInterval = 1 day.
    facetime = 30 minutes
    facetime = 30 minutes
    facetime = 31 days
```

FIG. 21]



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